BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Certificate in Information Technology Pearson BTEC International Level 3 Subsidiary Diploma in Information Technology Pearson BTEC International Level 3 Foundation Diploma in Information Technology Pearson BTEC International Level 3 Diploma in Information Technology Pearson BTEC International Level 3 National Extended Diploma in Information Technology
Unit number and title	**Unit 3: Using Social Media in Business**
Learning aim(s) (For NQF only)	**A:** Explore the impact of social media on the ways in which businesses promote their products and services
Assignment title	Evaluating the use of social media in business.
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	The local chamber of commerce has many members who run small businesses The members are interested in using social media to promote their businesses but know very little about it. The chamber of commerce has approached your school/college as they understand learners study a unit on social media in business. As a learner studying a unit on social media in business you have been asked to provide a presentation on using social media for business purposes to deliver to the members of the chamber of commerce.

Task 1	Create a presentation to deliver to the chamber of commerce in which you provide an evaluation of the different ways in which a business can use social media. You should cover how social media can be used to interact with customers and promote business products and/or services. You should also cover ways in which social media can be used to target a specific audience and the audience profiles of different social media sites.
Checklist of evidence required	Presentation slides and speakers notes
Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:

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3/A.D1	Evaluate the business use of social media to interact with customers and promote products or services to a target audience.
3/A.M1	Assess the different ways in which a business can use social media to attract a target audience.
3/A.P1	Explain the different ways in which a business can use social media.
3/A.P2	Explain the audience profiles of different social media websites.

Sources of information to support you with this Assignment	● Social Media Examiner is one of many blog sites with lots of up-to-date articles about using social media for business purposes: www.socialmediaexaminer.com ● Social Media Today also focuses on social media marketing for business: www.socialmediatoday.com ● Articles from the UK Guardian newspaper on a wide range of issues related to social media: www.theguardian.com/media/social-media **Above are some examples of websites. Further useful resources may be found at** http://qualifications.pearson.com/en/support/published-resources.html#step1
Other assessment materials attached to this Assignment Brief	*eg, work sheets, risk assessments, case study*